WHAT IS CLAIMED IS:

1.   In a client/server system connected by a network in which information is transmitted by a service provider over a server,

means at said client including a computer for running client software;

client software provided by said service provider to said client to be run on the associated computer for ascertaining demographic information related to said client and for periodic transmission thereof back to said server;

means at said client for periodically transmitting said demographic information to said server; and,

means at said server for creating a database of information transmitted from said client, for filtering the data in said database as to demographic parameters and for displaying the resultant information.

2.   The system of Claim 1 wherein said computer has a CPU and wherein said demographic information includes the power of the CPU at said client.

3.   The system of Claim 1 wherein said computer has a hand disk and wherein said demographic information includes the hard disk space available at said computer.

4.   The system of Claim 1 wherein said computer has applications installed therein and wherein said demographic information includes the identity of the applications installed in said computer.

5. The system of Claim 1 wherein said computer includes a modem having a predetermined bandwidth connected thereto and wherein said demographic information includes the speed of said modem.

6. The system of Claim 1 wherein said computer bar means for keeping track of log-in history and wherein said demographic information includes the log-in history of said computer.

7. The system of Claim 1 wherein said client software has a unique serial number associated therewith and wherein said means for periodically transmitting said demographic information includes means for transmitting said serial number.

8. The system of Claim 7 wherein said means at said server for creating said database includes means for assuring the anonimity of said client regardless of the transmission of said serial number.

9. The system of Claim 1 and further including means at said server for automatically selecting to which client contents are to be transmitted;

10. The system of Claim 9 wherein said means for automatically selecting to which client client's are to be transmitted includes means coupled to said database for ascertaining the ability of a client to receive said contents and for transmitting said contents only to those clients having appropriate ability.

11. The system of Claim 9 wherein said server has multiple versions of contents to be transmitted to clients and wherein said means for automatically selecting to which client contents are to be transmitted selects a version to be transmitted to a client based on the ability of said client to receive said version.

12. The system of Claim 11 wherein that version selected is the most complex possible for receipt by said client.

13. The system of Claim 9 wherein said means for automatically selecting to which client contents are to be transmitted includes means for ascertaining if a client is a member of a predetermined service provider and transmitting said contents only to said members.

14. The system of Claim 1 and further including means at said server for controlling when said client transmits said demographic information to said server.

ADD A2>